

## ABSTRACT

A necktie having an insert which causes the end of the necktie to flare out from the torso of the wearer, much like the tip of a ski. The necktie may have designs or printing thereon so as to more closely resemble a ski. The necktie which may be shaped in planform so as to more closely resemble the end of a ski: narrow and sharply pointed, or relatively rounded on the end and wider at the end than in the middle, or a very wide planform and bluntly rounded end, or shaped like a water ski, wake board, surf board, kite board, skate board, scooter, and other types of skis and boards. The invention may also comprise a retrofit insert which may be placed into a pre-existing necktie in order to render it ski shaped, and a method of advertising using the tie.